



Job Description

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| Job Title Marketing Manager | Location Central/Field Based |
| Reports to Managing Director | Department Head Office |
| <p>Summary of role purpose Manage the Marketing function for The Finesse Collection and its portfolio of hotels, restaurants, bars, spa, conference and wedding facilities. Develop, drive and deliver a group Marketing Strategy to create greater market awareness and business growth across all brands and target markets.</p> | |
| <p>Principle accountabilities</p> <ul style="list-style-type: none"> • Develop and deliver marketing plans and innovative promotional and awareness campaigns to underpin individual hotel and group profit plans. • Responsible for the delivery and use of new company Brand Guidelines ensuring consistent messaging and parity in internal and external communication throughout the company. Utilise new brand positioning to maximise market share. • Ensuring return on investment and effectiveness are measured wherever possible. • Identify and assess new market opportunities and develop a strategy to penetrate these markets. • To deliver a web marketing strategy to provide optimum online exposure and revenue. • To produce and execute creative e-marketing campaigns in conjunction with the marketing activity plans for the hotels and group. • Working with external Online Marketing Agency to deliver KPIs for performance of company website. • Act as editor of the company website using the CMS and leading the continued development of the website to keep content and functionality up to date, driving sales and in line with industry best practice and brand guidelines. • Managing the company's online brand presence including on social networking sites. • Design a selection of marketing collateral in house and manage print process. Liaise with external design agency for specific design projects. • Manage press relations, write and distribute press releases and manage press trips to drive positive promotion for the group and its sub-brands. • Establish effective relationships with tourism bodies and DMAs. • Establish affiliations with other businesses to strengthen the brand profile and marketing power. | |



- To maintain and be responsible for customer databases, implementing processes to gather and analyse customer data for sales and marketing purposes.
- To plan, be responsible for and attend (where needed) hotel events such as wedding fayres, operational marketing events and corporate sales events.
- To assess any advertising openings on merit and ensure they are targeted (needs of the business, distribution, target market, cost etc).
- As a member of the senior management team, assist in forward planning, decision making and strategy development for the business.

Financial:

- To manage Sales & Marketing budget in conjunction with Sales Manager and Managing Director, control and track costs and measure return on investment.

Relationships:

- Liaise with General Managers regarding Marketing activity for their properties.
- Liaise with Sales Manager and Sales team to provide marketing support to sales activity.
- Liaise with P.A. to MD for assistance with marketing collateral production.
- Liaise with FOH staff to ensure response levels to campaigns are measured.
- Liaise with external suppliers for website, print & design etc.
- Report directly to the Managing Director.

Person Specification

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| Job title | Marketing Manager |
| Department | Head Office |

| Specification | Essential | Desirable | Assessment Method |
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| Qualifications | A degree or equivalent professional qualification with evidence of further professional development. | CIM accredited qualification | Application information and certificate check |
| Skills and capabilities | Highly developed persuasive and influencing skills. Strong oral and written communication skills. Ability to work effectively at a senior level. Effective project management skills demonstrating the ability to multi-task and prioritise. Strong IT skills including Microsoft Office (Word, Excel, PowerPoint and Publisher). Good collaborative skills, able to quickly establish effective internal and external working relationships with key people across different deps/locations. | Calmness and ability to respond effectively when under pressure Strong presentation skills. | CV and interview |
| Knowledge | Knowledge of managing the production of a range of marketing and publicity materials including electronic and paper-based media. | Knowledge of hotel, hospitality operations and issues. | CV and interview |
| Experience | Substantial experience working within a marketing and | Experience of communication policy and strategy | |

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| | communications environment operating both at a strategic and hands on level. Experience in working with the full marketing mix. | development, ideally at a corporate Level. Commercial awareness with experience of financial management. Experience of working in leisure or tourism Experience managing marketing activity for multiple sites/brands. Experience working within a management role. | |
| Leadership behaviours | Assertiveness in challenging others and in responding constructively to requests or issues. | N/A | Interview |
| Customer service | Deliver immaculate service to the highest possible standard to create amazing experiences. | Understand, anticipate and respond to guests individual requirements. | CV and interview |
| Development | Enable talent in self and others to flourish by making the most of opportunities for development. | Willing to progress within the company. | Interview |
| Personal Qualities | Attentive, approachable and positive. Attention to detail. Self motivated and results driven. Friendly and polite. Flexible approach to hours and working patterns. Ability to work independently without direct supervision. | Willing to work in supporting other departments and locations and for events. | Interview and references |